**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection. How is data acquired:**

1. Data collection by forms:
   1. **Prior to online forms how was data collected?**By asking customers to fill out paper forms. This would then be typed by a data-entry operator and transferred onto a database.
   2. **What were the problems with this method of collection?**Customers would have to wait for the forms to be sent out. It would then take some time for customers to fill out a form and send it back to the organisation. This method also had the added problem of poor hand writing which sometimes made the form illegible.

**Direct data collection: Reasons why organisations acquire data via websites:**

* 1. **Describe four advantages or reasons why organisations directly acquire data from customers.**- There is no waiting- Easier to collect legible, accurate and relevant data.- No hand writing problems- Time zones, hours open are no longer a problem
  2. **What is a potential problem with direct access?**A customer can input incorrect data and it will not be picked up by electronic validation.

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. **Who is of most benefit of purchasing this way?**The people of most benefit in this situation are people who are struggling to fit things such as shopping into their life due to work or other commitments.
     2. **What is meant by time-poor people?**People who struggle to fit ordinary things into their day as they are busy working
  2. Feedback
     1. **What is the nature of feedback sought?**The feedback sought can be varied but is usually something like the organisation wanting feedback about a program or product, or possibly product research, marketing or to see how their brand is doing in general.
  3. Online voting  
     Voting occurring via an online solution
  4. Social Networking  
     Online community facilitating communication with friends and family.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

PHP- hypertext pre-processor. It is very versatile as it can operate on many web servers, operating systems and platforms.

ASP-Active server pages. ASP.net is a app that assists in building dynamic webpage’s.

* 1. What is a dynamic webpage?  
     A website that changes as requested by the user.
  2. Give examples of dynamic webpage’s.  
     Google earth- the user inputs a location and then the webpage returns the results with the image.
  3. How does JavaScript differ from PHP and ASP?  
     JavaScript is primarily used by clients rather than by servers
  4. Back-end tools
     1. What type of information is sought by back end tools such as cPanel and Google Analytics.  
        These sorts of tools acquire statistics about usage of a particular website. E.g. how many people access it, what sort of browsers access it, etc
  5. Cookies
     1. Describe the nature of a cookie.  
        A cookie is a small file that a web server stores on a user’s computer.

What information does a cookie typically contain?  
Cookies contain data about the user, what websites they use and their email address.

* + 1. How can cookies be misused?  
       Cookies can be used as spyware.
    2. What is spyware?  
       Spyware is used to track people, potentially leading to privacy issues.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL  
   TLS- Transport Layer Security  
   SSL- Secure Socket Layer  
   Used to provide security for communications on the internet.
2. What is the role of HTTPS software?  
   Hyper Text Transfer Secure. Provides encryption and security in terms of identification of the sever.
3. Which port does HTTPS use? How does this compare to HTTP.  
   Uses Port 443, which is secure whereas HTTP uses port 80 which is not.

**Privacy Policies**

1. What is the role of privacy policies?  
   The role of a privacy policy is to provide individuals and organisations with information about data that has been collected about them.
2. What data must a privacy policy contain?  
   A privacy policy must contain information on how data is collected on individuals and/or organisations and to whom it will be disclosed.

**Shipping and returns policy**

1. What is the role of these policies?  
   The role of these policies are to assist customers on how to proceed should the order not meet their needs.